

I am the tomato buyer for BJ's Wholesale Club, Inc. BJ's is a warehouse club operation similar to Costco and Sam's. The consumer trend that we have noticed over the past couple of years has been towards a more taste-oriented tomato. We offer 11 different varieties of tomato skus for sale. Sales of the traditional round greenhouse and field grown tomatoes have declined over the past couple of years while variety sales have increased tremendously. Sales of the UglyRipe tomato in particular have been very strong. Our customers are looking for that specific tomato and wish to purchase it year-round.

Linda Kuchta

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